



CROPLIFE INDIA

STEWARDSHIP

PROJECT

UPDATES 2017

Most of our pilot projects were implemented under the aegis of “Grow Safe Food” Campaign of Government of India and with the support of Department of Agriculture, Co-operation & Farmers’ Welfare, Ministry of Agriculture & Farmers’ Welfare, Govt. of India.

Pilot Project on Responsible Use of Pesticides and Container Management, East Godavari District, Andhra Pradesh

The two year CropLife India pilot project on “Responsible Use of Pesticides and Container Management” was held on 09 August 2015 at Tadiparthi Village, Pithapuram Mandal, East Godavari District, Andhra Pradesh. Dr. Ram Asre, Additional Plant Protection Advisor & National Incharge, Central IPM inaugurated the Pilot Project and addressed the gathering. Shri. S.V.S.N Varma, MLA, Pithapuram, East Godavari District and other Govt. officials were also present. Dr S N Sushil, Plant Protection Adviser to Government of India visited the Project Areas of CropLife India Pilot Project.

We have successfully completed the above project and disposed off the Hazardous Waste of empty containers of Crop Protection Products with the help of the Agency Coastal Waste Management Project – TSDF, a division of RAMKY Enviro Engineers Ltd on 27 April 2017.

Updates:

Project Villages: Tatiparthi and Yeditha

Class-room and Field Training:

- Involved 840 direct farmers
- Identified 3260 Indirect Farmers
- Conducted School Awareness Programme in 4 Schools covering 196 School Students.

Container Management:

- Successfully conducted the Container Collection drive of Used Empty Pesticide Containers from Project Villages- Tatiparthi and Yeditha on 27 January 2017.
- Around 0.17 – 0.2 MT of Used Empty Pesticide Containers collected from both the Villages.

Plan: The Impact Assessment Study will be done by ‘BIRDS’ Agency and thereafter the report will be submitted to Govt. officials in Andhra Pradesh.

Glimpses of the Project



Dr. Ram Asre, Addl. PPA and National Incharge, Central IPM addressing at the Inauguration of the project in 2015



Visit of Dr. S.N Sushil, PPA, to Project Village



Classroom Training Sessions



School Awareness Programmes



Field Demonstrations



Container Collection and Safe Disposal Drive

Pilot Project on Responsible Use of Pesticides and Container Management, East Champaran District, Bihar

The two year CroLife India pilot project on “Responsible Use of Pesticides and Container Management” was inaugurated by Hon’ble Union Minister of Agriculture, Shri Radha Mohan Singh on August 17, 2015 at Gandhi Smarak, Chandrahia Village, Motihari Block, East Champaran District, Bihar.

This pilot project in the villages Khairimal, Baisaha, Kuria & Chandrahiya of East Champaran district of Bihar, was completed in the presence of Shri Pramod Kumar, Hon’ble Minister of Tourism & MLA-Motihari, Govt. of Bihar, Shri Shyam Babu Yadav, MLA-Pipra, Shri Vivek K Singh, Principle Secretary, Dept. of Environment & Forest, Govt. of Bihar, Shri K M Singh, Director-Extension, Rajendra Prasad Agricultural University, Pusa & Shri Avnish K Jha, DDM-NABARD.

Updates:

Project Villages: Khairimal, Chandrahia, Baisaha, Kuria

Class-room and Field Training:

- Involved 2220 Direct & Indirect Farmers
- Completed 16 training modules for 2220 Farmers
- Conducted 28 Field demonstrations & 230 Classroom sessions in all 4 project villages.
- Conducted School Awareness Programme in 12 Schools covering more than 900 School Students
- Other activities carried in this set of Trainings: Wall writings, School quiz, PPE kits distributions, Convergence and Consultations with different line departments and Agriculture Universities, liaison with Pollution Control Board, Bihar for Containers incineration and Management

Plan: The Impact Assessment Study will be done by the Agency and thereafter the report will be submitted to Govt. officials in Bihar.

Glimpses of the Project



Hon’ble Union Minister of Agriculture, Shri Radha Mohan Singh at the Inauguration Event in 2015



**Shri Pramod Kumar, Hon'ble Minister of Transport, Govt. of Bihar
addressing the gathering**



Pilot Project Closing Event 2017 & PPE Kit distribution



Classroom training sessions



Awareness Programme

Field Demonstration



Storage Box & Wall slogans

Pilot Project on Responsible Use of Pesticides and Container Management, Bharuch District, Gujarat

The Inauguration of Croplife India Pilot Project on “Safe & Responsible Use of Pesticides and Container Management” Bharuch District , Gujarat was held on 02 December 2016 at Sajod Sarvjanik High School, Sajod, Taluka, Ankleshwar, Bharuch District. Shri. Ishwarsinh Patel, Hon’ble Minister of Co-operation, Govt. of Gujarat inaugurated the Pilot Project and addressed the gathering. Shri. Dushyantbhai Patel, MLA Bharuch and other Senior Govt. Officials were also present at the inaugural event. The project is going on.

Updates:

Project Villages: Borbatha Bet, Dhanturiya, Sajod & Kanshiya

Class-room and Field Training:

- Involved 250 Direct Farmers for this year
- Identified 1232 Farmers for the project
- Farmers Groups formed & Engaged with Women-self-help groups
- Engaged with District Agriculture officials, ATMA and KVKs.
- Conducted school awareness program in 4 schools covering 650 school students
- **CropLife India has now received the permission letter from Gujarat Pollution Control Board (GPCB) & NOC letter from M/s Bharuch Enviro Infrastructure Ltd (BEIL) for the container collection in Bharuch District, Gujarat and the container collection drive will be initiated soon.**

Plan: To continue the Season long farmer training & conduct the container collection drive.

Glimpses of the Project



**Shri. Ishwarsinh Patel, Hon’ble Minister of Co-operation, Govt. of Gujarat at the Inauguration event
in 2016**



Farmer-group meetings



Field demonstration



Door to Door Visits



Women Self-help groups



PPE Kit distribution & Farmer Training session

Doctor's Orientation Programme

The Doctors' training program was held on 11th April 2017 in Guntur, Andhra Pradesh. Dr V V Pillay, Head –Toxicology, Amrita Institute of Medical Sciences, Kerala trained the Doctors on Principles of Recognition and treatment of pesticide poisoning, General principles on stabilization of a poisoned patient, Dealing with the basic treatment of other poisoning cases.

CropLife India also released a 'Health Practitioners' Handbook to raise awareness about Prevention, Diagnosis and Treatment of pesticide poisoning cases to the medical fraternity.

Plan:

The way forward plan is to conduct the Doctor's Orientation Program in other States also and the Health Practitioners Handbook will be widely distributed in the health centers to medical doctors across the country.



Doctors' Training Program



Release of Health Practitioners' Handbook

Madhu Sandesh Project

The objective of the pilot project was to promote a holistic approach to growing better crops by promoting awareness and utilization of pollination; promote the responsible use of crop protection products.

The pilot project was designed to *test the hypothesis* that, through the provision of pollination services and crop-specific IPM training, crop quality and yield would increase, thereby starting a virtuous cycle that incentivizes IPM/ RU compliant behavior. CropLife India teamed up with the Indian Govt. to provide subsidized rental bee hives to farmers in the State of Maharashtra, India. The Indian Council on Agricultural Research (ICAR) trained the project staff on bee health and hive management. As a result, an apiary with 250 beehives and 4 staff was set up to function as a knowledge hub. The program named Madhu Sandesh or honeyed message in the local language was a resounding success with the community. 90% of 180 participants reported better quality crops. Pomegranate farmers saw an average of 35% increase in their yields.

CropLife India in association with Indian Council of Agricultural Research (ICAR) and Agriculture Development Trust, KVK Baramati celebrated the 'Honey Bee Day' at the Appa Saheb Auditorium in Baramati on 19th August 2017. The day is observed to promote beekeeping and pollination services in agriculture. As CropLife has an on-going project, 'Madhu Sandesh' which is successfully running at Krishi Vikas Kendra (KVK) Baramati, we had a compelling reason to celebrate. **The Dignitaries present at the event was Shri Pawar Saheb, President, ADT, Dr. Syed Shakir Ali, Head, KVK, Baramat, Shri Rajendra Pawar, Chairman, AD, Dr. P. K. Chakraborty, ADG (PP), ICAR, New Delhi, Dr. N. P. Singh, Director, NIASM, Baramati, Dr. Lakhan Singh, Director, ATARI, Pune, Mr. Major Singh, Director, DOGR, Rajgurunagar, Shri Shahaji Jachak, President, MRDUSS**

Plan: Over the next few days, CropLife India with help from the interested Member companies will initiate dialogue with the participating KVKs and look forward for possible association to take forward 'Madhu Sandesh' project in other locations.

Glimpses of the Event



The Govt. dignitaries & more than 1200 people were present at the event



Visit to the Apiculture Unit

Online Dealer Training Program

Objective: To develop an online training curriculum comprised of multiple self-paced e-learning modules and online assessments (Skill and knowledge test), accessible through web browser on desktop and portable devices such as Phones and tablets.

The course comprises of 8 modules, in 8 different languages and the Final test will be of 50 questions, which would assess the learners' skills and knowledge in the topics covered. Once the app is downloaded, the course can be completed off-line as well.

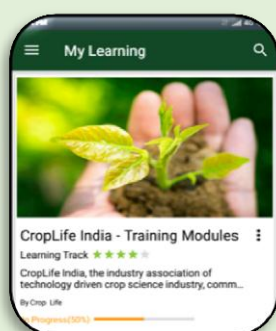
Learning Management System software platform (a website for online learning) with full hosting and technical support help desk done by Instancy.

The web-browser accessible Learning Management System will be used to collect payments from the user via e-Commerce, self-register students and deliver the complete online learning curriculum to each user. First Module Draft shared with the Govt. for Inputs and suggestions.

Update:

- **The final Modules are currently available as an App on Google Play Store and are undergoing Beta Testing in various remote locations of India.**

Plan: Course completion certificate will be issued to dealers after successful completion of course and the course link will be also available on the CropLife India Website.



CropLife India Stewardship PPE Project (2017-2020)

Objectives:

- PPE's – Awareness on the importance of PPE's & build a Sustainable Model for making PPE 's available to farmers through retail outlets
- Mass Awareness programme on “Responsible Use of CPP” including importance of label recommendations, Application Technology and Anti-counterfeit measures.

Target States	Andhra Pradesh	Maharashtra	Punjab
Districts	5	5	5
No. of Villages in each district	20	20	20
Total no. of Villages	100	100	100
Total no. of Farmers to be reached	~ 400,000 farmers (Direct and Indirect)		
No. of Dealers/Retailers	Minimum 10 per district* *# of retailers to be targeted to reach approx. 9,000 farmers per district		
Duration of Project	3 Years (2017-2019)		
Stakeholders : Farmers, Village Heads/Panchayats, State/District Government and its extension workers, Trade, local farmer associations, Kisan Unions, Local NGOs. Industry primarily members of CropLife India; Media Agencies			

The PPE kit includes:



Nitrile Gloves



Goggles



Face mask



Project Collaterals

Project Execution Plan

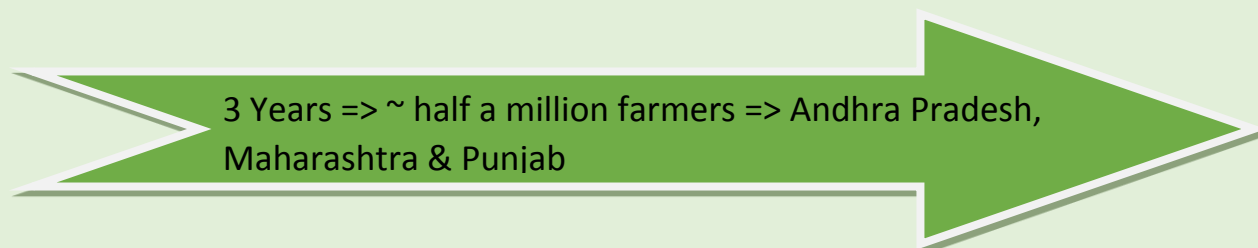


Engagement Plans & Tools

<p>Media Outreach: Local Newspapers, Magazines, Press releases, Resource Materials, Pamphlets, Posters, Social media like Facebook, Twitter, WhatsApp etc.</p>	<p>Engagement Tools: On-ground trainings, stakeholder meetings -Website, booklets, flipchart, T-shirts etc</p>	<p>Engagement Collaboration and with Government: -Awareness Programmes/Workshops -Infrastructure facilities from State Department of Agriculture, SAU, Agriculture training centers ,SHG and local associations</p>	<p>Train the trainer program: Farmers are directly trained and trained indirectly by other farmers</p>
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Project Financials

- ✓ 3 year budget **480,000 USD** (INR ~31 million*) equally funded by CropLife International and CropLife India.
- ✓ **3 states,15** project districts across India
- ✓ Initial **30,000** PPE kits to be made available for sale.





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